

**What is claimed is:**

- 1 1. An automated lost property recovery and marketing program or  
2 system managed by an administrator provider to create a database of  
3 sponsor selected participants to provide targeted promotions and  
4 advertising of goods/services to a defined universe of targeted  
5 participants, said automated lost property recovery and marketing  
6 system comprises a database function to create and maintain a  
7 database of targeted participants, a lost property recovery function to  
8 return lost property to a participant having lost property and a  
9 promotions and advertising function to selectively communicate  
10 promotional information to the defined universe of targeted  
11 participants or selected members of the defined universe of targeted  
12 participants.
- 1 2. The automated lost property recovery and marketing system of Claim  
2 1 wherein at least one entity seeking to establish a defined database  
3 of selected target customers or potential customers for the sponsor's  
4 products and/or services to receive promotional and advertising  
5 material comprising said sponsor, a plurality of target customers or  
6 potential customers comprising said participants selected by the  
7 sponsor to receive promotional and advertising material and who elect  
8 to register in the database and a service provider to manage the

9 database, lost property and promotional and advertising functions  
10 comprises said administrator.

1 3. The automated lost property recovery and marketing system of Claim  
2 1 wherein said database function sponsor selecting candidates and  
3 distributing incentives to candidates; and candidates visiting  
4 administrator's web site and electing to participate.

1 4. The automated lost property recovery and marketing system of Claim  
2 3 wherein said database function further includes candidates  
3 registering with the administrator by entering said unique ID number  
4 associated with a tag or label to be attached to a protected item, E-  
5 mail address and password.

1 5. The automated lost property recovery and marketing system of Claim  
2 3 wherein said database function comprises said participant selecting  
3 to opt out of sponsor's promotional program.

1 6. The automated lost property recovery and marketing system of Claim  
2 3 wherein said lost property recovery function comprises finder of lost  
3 property contacting administrator by calling the telephone number on  
4 the tag or label attached to the found item; finder entering the ID  
5 number from the tag or label; ID number compared with the database  
6 for matching against registered ID numbers; voice mailbox designated

7 for matched ID number is activated; finder recording information on  
8 voice mailbox; administrator providing access code and voice mailbox  
9 number to participant of notification of found property; participants  
10 accessing voice mailbox and retrieving finder information; and  
11 participant contacting finder to recover lost item.

1 7. The automated lost property recovery and marketing system of Claim  
2 6 wherein said promotions and advertising function comprises:  
3 sponsor creating promotional message; sponsor communicating  
4 promotional message to administrator; sponsor designating  
5 participants from sponsor database to receive promotional message;  
6 administrator transmitting promotional message via E-mail over  
7 administrator's network to sponsor designated participants.

1 8. An automated lost property recovery and marketing program or  
2 system managed by an administrator provider to create a database of  
3 sponsor selected participants to provide targeted promotions and  
4 advertising of goods/services to a defined universe of targeted  
5 participants, said automated lost property recovery and marketing  
6 system comprises a database function to create and maintain a  
7 database of targeted participants, a lost property recovery function to  
8 return lost property to a participant having lost property and a  
9 promotions and advertising function to selectively communicate

10 promotional information to the defined universe of targeted  
11 participants or selected members of the defined universe of targeted  
12 participants and at least one entity seeking to establish a defined  
13 database of selected target customers or potential customers for the  
14 sponsor's products and/or services to receive promotional and  
15 advertising material comprising said sponsor, a plurality of target  
16 customers or potential customers comprising said participants  
17 selected by the sponsor to receive promotional and advertising  
18 material and who elect to register in the database and a service  
19 provider to manage the database, lost property and promotional and  
20 advertising functions comprises said administrator.

1 9. The automated lost property recovery and marketing system of Claim  
2 8 wherein said database function sponsor selecting candidates and  
3 distributing incentives to candidates; and candidates visiting  
4 administrator's web site and electing to participate.

1 10. The automated lost property recovery and marketing system of Claim  
2 9 wherein said database function further includes candidates  
3 registering with the administrator by entering said unique ID number  
4 associated with a tag or label to be attached to a protected item, E-  
5 mail address and password.

1 11. The automated lost property recovery and marketing system of Claim  
2 9 wherein said database function comprises said participant selecting  
3 to opt out of sponsor's promotional program.

1 12. The automated lost property recovery and marketing system of Claim  
2 9 wherein said lost property recovery function comprises finder of lost  
3 property contacting administrator by calling the telephone number on  
4 the tag or label attached to the found item; finder entering the ID  
5 number from the tag or label; ID number compared with the database  
6 for matching against registered ID numbers; voice mailbox designated  
7 for matched ID number is activated; finder recording information on  
8 voice mailbox; administrator providing access code and voice mailbox  
9 number to participant of notification of found property; participants  
10 accessing voice mailbox and retrieving finder information; and  
11 participant contacting finder to recover lost item.

1 13. The automated lost property recovery and marketing system of Claim  
2 12 wherein said promotions and advertising function comprises:  
3 sponsor creating promotional message; sponsor communicating  
4 promotional message to administrator; sponsor designating  
5 participants from sponsor database to receive promotional message;  
6 administrator transmitting promotional message via E-mail over  
7 administrator's network to sponsor designated participants.

1 14. An automated lost property recovery and marketing program or  
2 system managed by an administrator provider to create a database of  
3 sponsor selected participants to provide targeted promotions and  
4 advertising of goods/services to a defined universe of targeted  
5 participants, said automated lost property recovery and marketing  
6 system comprises a database function to create and maintain a  
7 database of targeted participants, a lost property recovery function to  
8 return lost property to a participant having lost property and a  
9 promotions and advertising function to selectively communicate  
10 promotional information to the defined universe of targeted  
11 participants or selected members of the defined universe of targeted  
12 participants and at least one entity seeking to establish a defined  
13 database of selected target customers or potential customers for the  
14 sponsor's products and/or services to receive promotional and  
15 advertising material comprising said sponsor, a plurality of target  
16 customers or potential customers comprising said participants  
17 selected by the sponsor to receive promotional and advertising  
18 material and who elect to register in the database and a service  
19 provider to manage the database, lost property and promotional and  
20 advertising functions comprises said administrator; said database  
21 function sponsor selecting candidates and distributing incentives to  
22 candidates; and candidates visiting administrator's web site and

23 electing to participate; said database function further including  
24 candidates registering with the administrator by entering said unique  
25 ID number associated with a tag or label to be attached to a protected  
26 item, E-mail address and password; and said database function  
27 comprises said participant selecting to opt out of sponsor's  
28 promotional program.

1 15. The automated lost property recovery and marketing system of Claim  
2 14 wherein said lost property recovery function comprises finder of  
3 lost property contacting administrator by calling the telephone number  
4 on the tag or label attached to the found item; finder entering the ID  
5 number from the tag or label; ID number compared with the database  
6 for matching against registered ID numbers; voice mailbox designated  
7 for matched ID number is activated; finder recording information on  
8 voice mailbox; administrator providing access code and voice mailbox  
9 number to participant of notification of found property; participants  
10 accessing voice mailbox and retrieving finder information; and  
11 participant contacting finder to recover lost item.

1 16. The automated lost property recovery and marketing system of Claim  
2 15 wherein said promotions and advertising function comprises:  
3 sponsor creating promotional message; sponsor communicating  
4 promotional message to administrator; sponsor designating

5 participants from sponsor database to receive promotional message;  
6 administrator transmitting promotional message via E-mail over  
7 administrator's network to sponsor designated participants.

1 17. An automated lost property recovery and marketing program or  
2 system managed by an administrator provider to create a database of  
3 sponsor selected participants to provide targeted promotions and  
4 advertising of goods/services to a defined universe of targeted  
5 participants, said automated lost property recovery and marketing  
6 system comprises a database function to create and maintain a  
7 database of targeted participants, a lost property recovery function to  
8 return lost property to a participant having lost property and a  
9 promotions and advertising function to selectively communicate  
10 promotional information to the defined universe of targeted  
11 participants or selected members of the defined universe of targeted  
12 participants and at least one entity seeking to establish a defined  
13 database of selected target customers or potential customers for the  
14 sponsor's products and/or services to receive promotional and  
15 advertising material comprising said sponsor, a plurality of target  
16 customers or potential customers comprising said participants  
17 selected by the sponsor to receive promotional and advertising  
18 material and who elect to register in the database and a service



19 provider to manage the database, lost property and promotional and  
20 advertising functions comprises said administrator; said database  
21 function sponsor selecting candidates and distributing incentives to  
22 candidates; and candidates visiting administrator's web site and  
23 electing to participate; and said database function comprises said  
24 participant selecting to opt out of sponsor's promotional program.

1 18. The automated lost property recovery and marketing system of Claim  
2 17 wherein said lost property recovery function comprises finder of  
3 lost property contacting administrator by calling the telephone number  
4 on the tag or label attached to the found item; finder entering the ID  
5 number from the tag or label; ID number compared with the database  
6 for matching against registered ID numbers; voice mailbox designated  
7 for matched ID number is activated; finder recording information on  
8 voice mailbox; administrator providing access code and voice mailbox  
9 number to participant of notification of found property; participants  
10 accessing voice mailbox and retrieving finder information; and  
11 participant contacting finder to recover lost item.

1 19. The automated lost property recovery and marketing system of Claim  
2 18 wherein said promotions and advertising function comprises:  
3 sponsor creating promotional message; sponsor communicating  
4 promotional message to administrator; sponsor designating

- 5 participants from sponsor database to receive promotional message;
- 6 administrator transmitting promotional message via E-mail over
- 7 administrator's network to sponsor designated participants.